

# RHP Computer Applications Class

5-1 Internet Search Engines Introduction

Name: \_\_\_\_\_



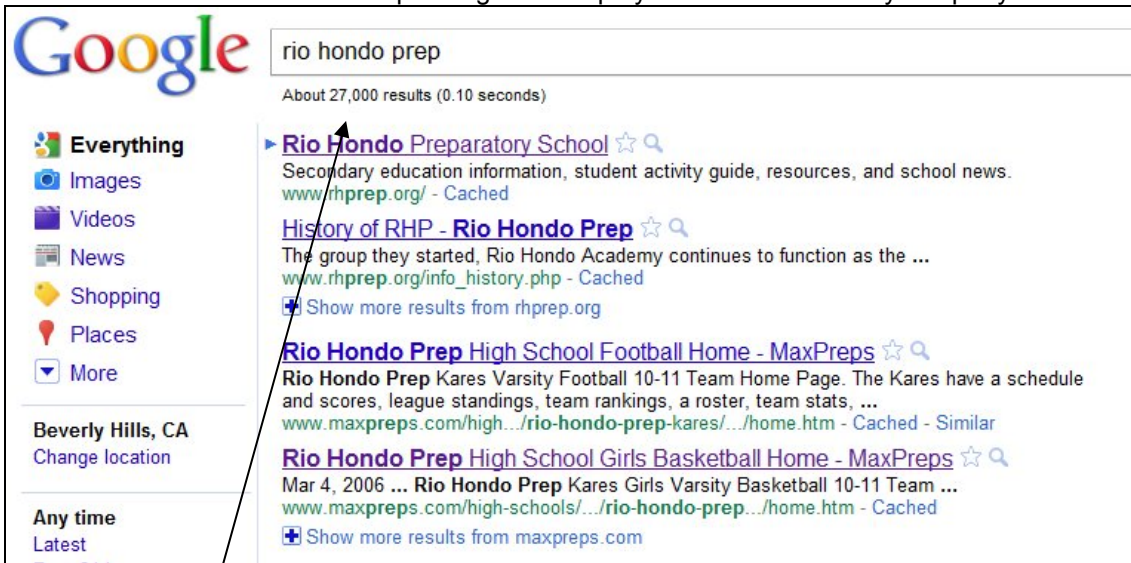
As the internet evolves, search engines evolve as well. A search engine is website that uses 'bots' to scan all available pages of the internet and indexes them so that you can find pages that you want. you type in a search term, and the search engine will attempt to list matches that it thinks you want.

Prior to the year 2000, search engine results were not very accurate. You would get thousands of results that did not really help you find what you were looking for. Then a small company named Google (started by two college students) came up with an 'algorithm' (computer programming code) which was able to tell when links were relevant or not during a search.

At one point, there were dozens of search engines, but over time many have dropped out, not being able to compete with Google's 'smart search'. As of 2011, Google is used in 75% of the searches on the internet. In 2008, Microsoft launched 'Bing' which is not the second most popular search engine.

Let's start with Google. In your internet browser, go to [www.google.com](http://www.google.com).

Do a search on Rio Hondo Prep. Google will display a list of matches to your query.



The number of matches is listed just below your search terms. The matches are listed below that. Take care when using google; many times the top search terms are advertisements (they will be in a very lightly shaded box).

Download Document **5-1a Worksheet** and type in your results. you will email this document back to me as your assignment.

Do a search on the following terms and record the number of matches (using the number below your search terms) and the number of ads that appear (in a lightly shaded box).

Search Terms	# of matches	# of ads
Windows		
Golf Balls		
Marineland		
Calico Ghost Town		

Now let's look at the other popular search engine, Bing. go to [www.bing.com](http://www.bing.com).

Bing displays search results in a way very similar to Google. Do the same searches as before and record your results. You will find that there are less ads in Bing than Google.

Search Terms	# of matches	# of ads
Windows		

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Golf Balls		
Marineland		
Calico Ghost Town		

Email your assignment to [rhp@denovodental.com](mailto:rhp@denovodental.com) using the subject line **compapp 5-1 lastname.**